

Message Text

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PAGE 01 JIDDA 00649 250746Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----250751Z 033390 /22
R 250720Z JAN 77
FM AMEMBASSY JIDDA
TO USDOC WASHDC
INFO SECSTATE WASHDC 7009

UNCLAS JIDDA 0649

USDOC FOR OIM/SAD (JOHNSON)

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: EGYPTIAN PRODUCTS EXHIBITION, JANUARY 23-FEBRUARY 4

1. EMBOFFS VISITED OPENING NIGHT OF EGYPTIAN PRODUCTS EXHIBITION BEING HELD AT JIDDA CHAMBER OF COMMERCE. EXHIBITION FEATURED EGYPTIAN MADE CONSUMER GOODS, INCLUDING COTTON WEAVING APPAREL, SHOES, CRAFTS, JEWELRY, FURNITURE, AND ARABIC FOOD PRODUCTS.

2. A NUMBER OF PROMINENT SAUDI BUSINESSMEN ATTENDED THE EXHIBITION, AND HRH PRINCE FAWWAZ BIN ABDUL AZIZ, GOVERNOR OF MECCA, DID THE RIBBON-CUTTING HONORS.

3. THE CHAMBER OF COMMERCE PROVIDED THE EXHIBITION AREA FREE OF COST, AND MORE THAN 60 FIVE BY THREE METER BOOTHS WERE SET UP. THE DECOR WAS TASTEFULLY DONE, AND THE SIMPLICITY OF THE EXHIBIT VEILED THE HUGE PRICE TAGS ON THE VARIOUS ITEMS.

4. EMBOFFS AGREED THAT THE EXHIBITION WAS WELL ORGANIZED, ATTRACTIVE, AND A GOOD TRADE PROMOTION EFFORT FOR THE EGYPTIANS. HOWEVER, THE PRODUCTS DISPLAYED MADE THE SHOW APPEAR LIKE A MODERN DAY BEDOUIN BAZAAR, WITH THE

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PRODUCTS COMING DIRECTLY TO THE CONSUMER.

5. A U.S. EXHIBITION OF SIMILAR NATURE FEATURING LUXURY GOODS ONLY COULD ENJOY A GREAT DEGREE OF SUCCESS, AND WOULD GO A LONG WAY IN PROMOTING U.S. PRODUCTS IN GENERAL. NO U.S. TRADE EXHIBITIONS HAVE BEEN HELD IN THE KINGDOM, AND SAUDIS PLACE GREAT VALUE IN SEEING AND

TOUCHING WHAT THEY INTEND TO PURCHASE.

6 WE SHOULD CONSIDER SUCH AN EXHIBITION IN FY 78.
EMBASSY CAN SUPPLY FURTHER INFORMATION FROM THE CHAMBER
OF COMMERCE IF USDOC DECIDES TO FOLLOW UP THIS TP TACTIC.
PORTER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: JIDDA
Handling Restrictions: n/a
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3513634
Secure: OPEN
Status: NATIVE
Subject: EGYPTIAN PRODUCTS EXHIBITION, JANUARY 23-FEBRUARY 4
TAGS: BEXP, SA
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a7779ed1-c288-dd11-92da-001cc4696bcc
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